

Creating user personas

H2GY1K

LECTURE
SUMMARY

Covered in this lecture:

How to create a user persona

- **A user persona is a character you create that represents your ideal customer**
- ▶ If an idea works for the user persona, it should apply to everybody in your target audience
- **What to include in the profile of your ideal user:**
 - name (you can use an alliteration, like Startup Steve)
 - age
 - location
 - job role
 - annual income
 - educational level
 - personal and professional goals
 - daily challenges they face
 - favorite websites/brands
 - personal story/biography and what drives them
- ▶ Using this user persona, you can figure out what your target audience would care about, what they'd like to read or what they'd be interested to buy
- ▶ You can have more than one user persona if your audience is more diverse